invention is not limited to the details shown and described herein, and includes all such changes and modifications as encompassed by the scope of the appended claims.

## Claims

What is claimed is:

- 1. An estrus indicator adapted to be secured to the rump of a first animal for indicating when the first animal is in heat, the apparatus comprising:
  - a first adhesive layer configured for affixing the apparatus to the first animal; an indicator layer; and
- a floodcoat layer removably affixed to the indicator layer and adapted for removal by a second animal upon mounting of the first animal by the second animal.
- 2. The indicator of claim 1 further including a second adhesive layer positioned over the floodcoat layer and a liner positioned over the second adhesive layer.
- 3. The indicator of claim 1 wherein the floodcoat layer is removably affixed to the indicator layer by a peel off configuration.
- 4. The indicator of claim 1 wherein the floodcoat layer configured to be removed from the indicator layer via friction.
- 5. The indicator of claim 1 wherein the indicator layer is a vinyl layer.
- 6. The indicator of claim 1 wherein the indicator layer is a crystal foil.
- 7. The indicator of claim 1 wherein the floodcoat layer is adapted to be removed only upon the application of a predetermined pressure caused by a second animal mounting the first animal.
- 8. An apparatus for supplying a plurality of estrus indicators apparatuses adapted to be secured to the rump of a first animal for indicating when the first animal is in heat, the apparatus comprising:
- a plurality of estrus indicators wherein each indicator further comprises a first adhesive layer configured for affixation to the first animal, an indicator layer, and a floodcoat layer removably affixed to the indicator layer and adapted for removal by a second animal upon mounting of the first animal by the second animal; and
  - a base for holding the plurality of indicators; wherein the plurality of indicators are configured as a single sheet.
- 9. The apparatus of claim 8 wherein the base is a cylinder and the sheet is rolled on the cylinder.

- 10. The apparatus of claim 9 wherein the plurality of indicators are separated by a perforation between each adjacent indicator.
- 11. The apparatus of claim 9 wherein the plurality of indicators are configured for separation by cutting the sheet into indicators sized as desired.
- 12. The apparatus of claim 8 wherein the base is a planar surface.
- 13. An estrus indicator adapted to be secured to the rump of a first animal for indicating when the first animal is in heat, the apparatus comprising:
- a first adhesive layer having a top surface and a bottom surface, the adhesive layer being configured for affixing the apparatus to the first animal;
  - a removable liner attached to the bottom surface of the adhesive layer;
- a crystal foil indicator layer having a top surface and a bottom surface, the indicator layer being positioned on the top surface of the adhesive layer; and
- a floodcoat layer removably affixed to the indicator layer and adapted for peel off removal upon the application of a predetermined amount of pressure as applied by a second animal upon mounting of the first animal by the second animal.
- 14. An apparatus for supplying a plurality of estrus indicators apparatuses adapted to be secured to the rump of a first animal for indicating when the first animal is in heat, the apparatus comprising:
- a plurality of estrus indicators wherein each indicator further comprises a first adhesive layer configured for affixation to the first animal, an indicator layer, and a floodcoat layer removably affixed to the indicator layer and adapted for removal by a second animal upon mounting of the first animal by the second animal; and
  - a cylinder for holding the plurality of indicators;
- wherein the plurality of indicators are configured as a single sheet, the sheet being rolled on the cylinder to produce a roll of indicator layers wherein the indicator sheet may be cut into indicators sized as desired.